

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 12/31/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Ceisler Media & Issue Advocacy, LLC

6266

(c) Business Address(es) of Registrant

1525 Locust Street, Sixth Floor
Philadelphia, PA 19102

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐
If yes, furnish the following information:

Foreign Principal
Consulate General of Israel to the Mid-Atlantic Region
1880 JFK Blvd., Suite 1818
Philadelphia, PA 19103

Date of Termination
November 30, 2015

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☐
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Consulate General of Israel to the Mid-Atlantic Region-please see attached report for July through November, 2015

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
7/21/15	Consulate General of Israel to the Mid-Atlantic Region	Reimbursement for Posters and art supplies	275.35

\$275.35

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
------	---------	---------	--------

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Consulate General of Israel to the Mid-Atlantic Region
 1880 JFK Blvd. Suite 1818
 Philadelphia, PA 19103

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☐ Social media websites URL(s): _____
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes ☐ No ☒

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

January 27, 2016

/s/ Lawrence A. Ceisler

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

July Summary: Ceisler Media and Issue Advocacy (CMIA)

External Communications

- **July 5th - First Annual Reminders Celebration**
 - CMIA placed an op-ed from Deputy Consul General Elad Strohmayer in The Philadelphia Gay News and the Jewish Exponent.
- **July 10th - UN Human Rights Council Report**
 - CMIA placed a Letter to the Editor from Consul General Yaron Sideman in the Pittsburgh Post-Gazette.
- **July 14th - 31st – US-Iran Deal Announcement**
 - CMIA secured a brief interview with Deputy Consul General Elad Strohmayer for the Ohio Jewish News.
 - CMIA secured two radio interviews for Consul General Yaron Sideman with WURD Radio in Philadelphia and WITF Radio in Harrisburg.
 - CMIA secured a television interview for Consul General Yaron Sideman for In Focus on PHL17.
 - CMIA placed an op-ed from Consul General Yaron Sideman in the Harrisburg Patriot News.
- **July 20th – Lancaster Rally for Israel- Consul General of Israel Speaking Opportunity**
 - CMIA worked with the Lancaster Rally for Israel to secure a series of articles in the Lancaster Newspapers.
 - CMIA secured television coverage from WGAL TV.
- **July 22nd – Mayor Nutter's Trip to Israel**
 - CMIA produced a story of the trip with the Jewish Exponent.

Deliverables/Internal

- CMIA connected the Consulate with Concilio to promote its attendance at the Annual El Concilio Fiesta. CMIA constructed Instagram Photo holders for the event.
- CMIA produced tri-weekly media clips of local presidential election coverage.
- CMIA attended weekly staff meetings.
- CMIA attended a meeting with the Visions Art Team and a social media meeting.
- CMIA produced twice-weekly media clips that covered stories related to Israel and local politics from across the region. CMIA also produced daily reports on local media coverage on the Iran Deal.

Academic Affairs

The Academic Affairs Director has had limited contact with CMIA in July in lieu of her departure in August.

Arts and Culture

The Arts and Culture Director continues to maintain a well-working relationship with CMIA. All emails/phone calls have been returned and the Director has been very pro-active in reaching out to CMIA.

- CMIA attended a meeting with the Director to discuss promotional opportunities for the upcoming Visions Exhibit.
- CMIA is working with the director to work with Hispanic/Latino communities for the upcoming Jazz Fest.

Community Relations

The Community Relations Director and CMIA continue to maintain a well-working relationship.

- CMIA is working with the Director for ITC promotions.

Economic Affairs

The Economic Affairs Director and CMIA have been in frequent communication this month. The Director has been very responsive to all CMIA requests.

- CMIA is working with the director for the upcoming event with the Dayton Trade Alliance

Governmental Affairs/Press

The Government Affairs Director and CMIA continue to enjoy a strong working relationship. CMIA and the director communicate 2-5 times a day and have been working jointly on press and government relations projects.

- CMIA is assisting the Director in developing a media interviews for Consul General Sideman for upcoming trips to Columbus and Kentucky.

Social Media

The Social Media manager and CMIA have established a good working relationship. CMIA has been communicating directly with the director about strategy and assisting in event postings and pictures.

- CMIA continues to work closely with the manager to capture photos and other images at events.

Metrics

Media Hits

Total Television Hits: 2

Total Print (Dailies) Hits: 4

Total Community Papers (Non-Dailies) Hits: 4

Total Radio Hits: 2

Total Online Postings (events) Hits: 0

Total July Independent Media Hits: 12

August Summary: Ceisler Media and Issue Advocacy (CMIA)

External Communications

- **August 5th- Consul General Sideman in Columbus**
 - CMIA helped organize a meeting with the Columbus Dispatch Editorial Board.
- **August 13th- Israel Tennis Centers visit to Consulate**
 - CMIA secured b-roll television coverage from CBS and coverage in the Jewish Exponent
- **August 18th- Consul General Sideman in Kentucky**
 - CMIA secured a meeting with the Lexington Herald Editorial Board
 - CMIA arranged two interviews in Louisville with CN2 Pure Politics and the Leo Weekly
- **August 24th - Farewell Interviews with Elad Strohmayer**
 - CMIA arranged interviews with the Philadelphia Gay News and the Jewish Exponent
 - CMIA secured radio coverage of Elad's farewell party with KYW Newsradio

Deliverables/Internal

- CMIA produced tri-weekly media clips of local presidential election coverage.
- CMIA attended weekly staff meetings.
- CMIA produced twice-weekly media clips that covered stories related to Israel and local politics from across the region. CMIA also produced daily reports on local media coverage on the Iran Deal.

Academic Affairs

The Academic Affairs Director has no contact with CMIA in lieu of her departure in August.

Arts and Culture

The Arts and Culture Director continues to maintain a well-working relationship with CMIA. All emails/phone calls have been returned and the Director has been very pro-active in reaching out to CMIA.

- CMIA is working with the director to on PR initiatives for the upcoming Jazz Fest.

Community Relations

The Community Relations Director and CMIA continue to maintain a well-working relationship.

- CMIA is worked with the Director for ITC promotions.
- CMIA is working with the Director on names of Hispanic leaders for outreach for the upcoming Ambassador visit

Economic Affairs

The Economic Affairs Director and CMIA have been in frequent communication this month. The Director has been very responsive to all CMIA requests.

- CMIA is working with the director for the upcoming event with the Dayton Trade Alliance

Governmental Affairs/Press

The Government Affairs Director and CMIA continue to enjoy a strong working relationship. CMIA and the director communicate 2-5 times a day and have been working jointly on press and government relations projects.

Social Media

The Social Media manager and CMIA have established a good working relationship. CMIA has been communicating directly with the director about strategy and assisting in event postings and pictures.

- CMIA continues to work closely with the manager to capture photos and other images at events.

Metrics

Media Hits

Total Television Hits: 2

Total Print (Dailies) Hits: 0

Total Community Papers (Non-Dailies) Hits: 4

Total Radio Hits: 1

Total Online Postings (events) Hits: 0

Total July Independent Media Hits: 7

September Summary: Ceisler Media and Issue Advocacy (CMIA)

External Communications

- **September 4th - Moran Birman Introductory Interviews**
 - CMIA secured an interview with the Jewish Exponent

Deliverables/Internal

- CMIA produced a social media plan for Israeli Jazz Fest
- CMIA produced tri-weekly media clips of local presidential election coverage.
- CMIA attended weekly staff meetings.
- CMIA produced twice-weekly media clips that covered stories related to Israel and local politics from across the region. CMIA also produced daily reports on local media coverage on the Iran Deal.

Academic Affairs

The Academic Affairs Director has no contact with CMIA in lieu of her departure in August.

Arts and Culture

The Arts and Culture Director continues to maintain a well-working relationship with CMIA. All emails/phone calls have been returned and the Director has been very pro-active in reaching out to CMIA.

- CMIA is working with the director to on PR initiatives for the upcoming Jazz Fest.

Community Relations

The Community Relations Director and CMIA continue to maintain a well-working relationship.

Economic Affairs

The Economic Affairs Director and CMIA have been in frequent communication this month. The Director has been very responsive to all CMIA requests.

- CMIA is working with the director for the upcoming event with the Dayton Trade Alliance

Governmental Affairs/Press

The Government Affairs Director and CMIA continue to enjoy a strong working relationship. CMIA and the director communicate 2-5 times a day and have been working jointly on press and government relations projects.

Social Media

The Social Media manager and CMIA have established a good working relationship. CMIA has been communicating directly with the director about strategy and assisting in event postings and pictures.

- CMIA continues to work closely with the manager to capture photos and other images at events.

October Summary: Ceisler Media and Issue Advocacy (CMIA)

External Communications

- **October 20th- Palestinian Violence**
 - CMIA placed an oped/letter in both the Pittsburgh Post-Gazette and the Philadelphia Inquirer
- **October 27th - MidEast Peace Meeting in Pittsburgh**
 - CMIA secured media coverage in the Pittsburgh Post-Gazette

Deliverables/Internal

- CMIA produced an updated social media and communications plan for Israeli Jazz Fest
- CMIA produced tri-weekly media clips of local presidential election coverage.
- CMIA attended weekly staff meetings.
- CMIA produced twice-weekly media clips that covered stories related to Israel and local politics from across the region. CMIA also produced daily reports on local media coverage on the Iran Deal.

Academic Affairs

The Academic Affairs Director has no contact with CMIA in lieu of her departure in August.

Arts and Culture

The Arts and Culture Director continues to maintain a well-working relationship with CMIA. All emails/phone calls have been returned and the Director has been very pro-active in reaching out to CMIA.

- CMIA is working with the director to on PR initiatives for the upcoming Jazz Fest.

Community Relations

The Community Relations Director and CMIA continue to maintain a well-working relationship.

Economic Affairs

The Economic Affairs Director and CMIA have been in frequent communication this month. The Director has been very responsive to all CMIA requests.

Governmental Affairs/Press

The Government Affairs Director and CMIA continue to enjoy a strong working relationship. CMIA and the director communicate 2-5 times a day and have been working jointly on press and government relations projects.

Social Media

The Social Media manager and CMIA have established a good working relationship. CMIA has been communicating directly with the director about strategy and assisting in event postings and pictures.

- CMIA continues to work closely with the manager to capture photos and other images at events.

November Summary: Ceisler Media and Issue Advocacy (CMIA)

External Communications

- **Israeli Jazz Phest**
 - CMIA secured Media Coverage in Al Dia, UDEL, and Newsworks
- **December 6th - Hanukkah**
 - CMIA placed an op-ed from Yaron Sideman in the Philadelphia Inquirer

Deliverables/Internal

- CMIA produced images and contact surrounding the Israeli Jazz Phest.
- CMIA produced tri-weekly media clips of local presidential election coverage.
- CMIA attended weekly staff meetings.
- CMIA produced twice-weekly media clips that covered stories related to Israel and local politics from across the region. CMIA also produced daily reports on local media coverage on the Iran Deal.

Academic Affairs

The Academic Affairs Director has no contact with CMIA in lieu of her departure in August.

Arts and Culture

The Arts and Culture Director continues to maintain a well-working relationship with CMIA. All emails/phone calls have been returned and the Director has been very pro-active in reaching out to CMIA.

Community Relations

The Community Relations Director and CMIA continue to maintain a well-working relationship.

Economic Affairs

The Economic Affairs Director and CMIA have been in frequent communication this month. The Director has been very responsive to all CMIA requests.

Governmental Affairs/Press

The Government Affairs Director and CMIA continue to enjoy a strong working relationship. CMIA and the director communicate 2-5 times a day and have been working jointly on press and government relations projects.

Social Media

The Social Media manager and CMIA have established a good working relationship. CMIA has been communicating directly with the director about strategy and assisting in event postings and pictures.

Ceisler

Media & Issue Advocacy

Consulate of Israel
to the Mid-Atlantic Region

Final Report - 2015



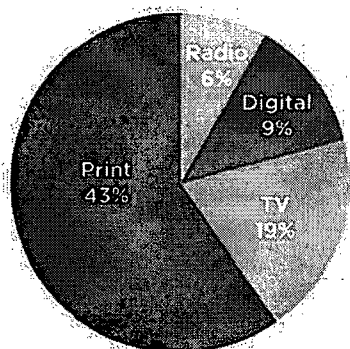
Table of Contents

Media Exposure	2
Regional Activities	5
Social Media	6
Incidentals	7



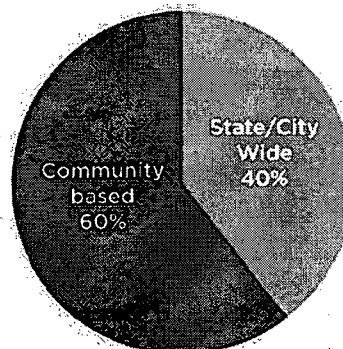
Media Exposure

Since December 1st, 2014, Ceisler Media has produced **72** independent earned media hits.



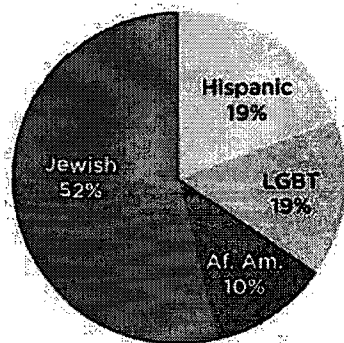
Media Breakdown

Media Type	Total Hits
Television	14
Print	43
Radio	6
Digital	9



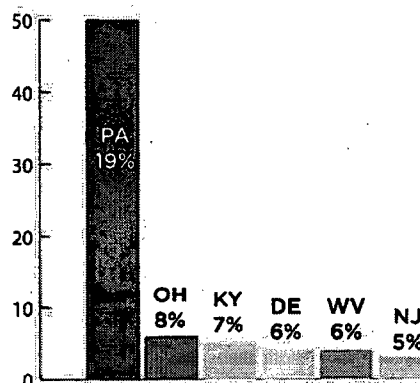
Print Media Breakdown

Distribution	Total Hits
State/City Wide (dailies)	17
Community-based (non-dailies)	26



Community-Based Media Breakdown

Field	Total Hits
Jewish	14
Hispanic	5
LGBT	4
African American	3



State Media Breakdown

State	Total Hits
Pennsylvania	50
Ohio	6
Kentucky	5
Delaware	4
West Virginia	4
New Jersey	3



Activities Breakdown

Major Occurrences

Occurrence	Total Hits	Region(s)
Iran Deal	10	PA (4) OH (2) KY (3) DE (1)
Israeli Elections	7	PA (6) NJ (1)

Major Projects/Events

Month	Event	#Media Hits
January	Elad Strohmayr Wedding	6- Philadelphia, PA
February	SIBAT Tour	2- Charleston, WV 2- Harrisburg, PA
March	Israeli Film Festival	6- Philadelphia, PA
June/August	Israel Tennis Centers	3- Philadelphia, PA
August	Elad Strohmayr Departure/Moran Birman Arrival	3- Philadelphia, PA 1- Cleveland, OH 1- Louisville, KY

CMIA-lead Media

Month	Event	#Media Hits
January	MLK Day Volunteer Event	2- Philadelphia, PA
April	Op-ed - SEPTA Ads	1-Philadelphia Inquirer
May	Op-ed - UN Council	1-Pittsburgh Post Gazette
May	Israel Humanitarian Aid- Nepalese Earthquake	1- Erie Times-News 1- Akron Beacon Journal 1- Morgantown Dominion Post
June	Op-ed- Israeli/German 50 years of Relations	1-Philadelphia Inquirer



Regional Activities

Ceisler Media initiated regional activities to further integrate the Israeli Consulate in to the fabric of the region.

Month	Event	Target	Location	Notes
January	MLK Day	African American	Philadelphia, PA	New Contact Todd Bernstein
January	BIRD Symposium	Economic	Wilmington, DE	
February	Etgär Lefkovits	General Press	Philadelphia, PA	New Contacts Regional Reporters
May	Asa Kasher	Local Government	Philadelphia, PA	
June	American Airlines Hanger Opening	Economic	Philadelphia, PA	
July	El Concilio Fiesta	Hispanic	Philadelphia, PA	New Contact Joanna Otero-Cruz

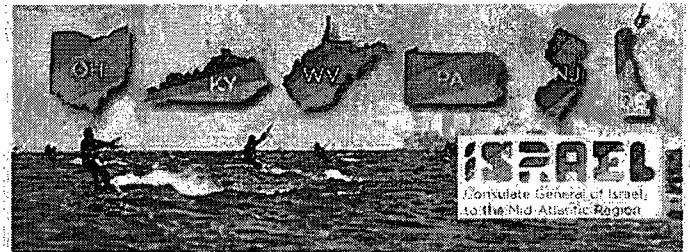


Social Media

Ceisler Media advised the Consulate on ways to integrate social media strategies into the overall communications plans.

Facebook

1. Developed a social media content calendar for communications staff
 - a. Worked with communications staff to create new, innovative social media posts showcasing the Consulate's staff and work in the region
2. Created updated images for profile pictures and cover photos
3. Assisted with creating content and provided guidance on suggested posts
 - a. Helped with event-based social media promotion and content creation
 - b. Developed suggested communications plans based on new stories that were released
 - c. Created suggested communications policy surrounding the Iran Deal on Facebook



Twitter

1. Developed a social media content calendar for communications staff
 - a. Provided guidance on suggested hashtags, handles and information to include in tweets
2. Created updated images for profile pictures and cover photos
3. Assisted with creating content and provided guidance on suggested posts
 - a. Helped with event-based social media promotion and content creation
 - b. Developed suggested communications plans based on new stories that were released
 - c. Created suggested communications policy surrounding the Iran Deal on Twitter
 - i. Tracked activity surrounding the Iran Deal on Twitter and through the use of #IranDeal and provided in-depth reports



Instagram

1. Provided guidance on suggested strategy for events and general upkeep of the social media platform
2. Designed and created Instagram cutouts for the Consulate for the Concilio Event

General

1. Developed a comprehensive social media analysis/report on the successes and failures of social media surrounding the Iran Deal
2. Conducted social media best practices trainings for Consulate Staff



Incidentals

Routine

Project Title	Frequency
Staff Meeting Attendance	Once a week
News Clips	Twice a week
Presidential Coverage Clips	Once every three weeks
Monthly Reports	Monthly

Non-Routine

Month	Type of Project	Consulate Department
February	Calendar of local events and holidays in local communities	Community Relations
February/March	List of all congressional representatives in region- including religious affiliation, Jewish/Israeli donors, etc.	Government Affairs
March	Summary of local media coverage- Israeli Elections	Consul General, Government Affairs
April	Guest list for Lior Zoref	Academic Affairs
May	Presentation for Ophir Kariv	Consul General
July	Instagram posters for El Concilio Fiesta	Community Relations
July	Company research for Welcome to Philadelphia event	Economic Affairs
July/August	Daily summaries of local Iran Deal coverage	Consul General, Government Affairs